

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently amended) A method for collecting data to forecast sales in a supply chain, comprising:
  - a) receiving data from a plurality of stores of a supply chain utilizing a network, the data relating to an amount of goods sold by the stores;
  - b) collecting information relating to a plurality of variables including at least historical performance of promotion products and current competitor activity;
  - c) processing in a computer the data based on the information relating to the variables;
  - d) generating a forecast of sales for a plurality of the stores in the supply chain based on the processing; and
  - e) providing access to a supplier to the forecast of sales.
2. (Original) The method of claim 1, wherein the variables include each of weather, competitor activity, and a marketing calendar.
3. (Previously presented) The method of claim 2, wherein the information relating to the weather includes weather forecast.
4. (Original) The method of claim 1, wherein the information relating to the competitor activity includes a forecast of a promotion of a competitor.
5. (Previously presented) The method of claim 1, wherein the variables include a forecast of a promotion of the stores.
6. (Original) The method of claim 1, wherein the network includes the Internet.

7. (Currently amended) A system for collecting data to forecast sales in a supply chain, comprising:

an electronic storage; and

a set of processors that use the electronic storage and include among them the following logic elements

- a) logic for receiving data from a plurality of stores of a supply chain utilizing a network, the data relating to an amount of goods sold by the stores;
- b) logic for collecting information relating to a plurality of variables including at least historical performance of promotion products and current competitor activity;
- c) logic for processing the data based on the information relating to the variables; and
- d) logic for generating a forecast of sales for a plurality of the stores in the supply chain based on the processing; and
- e) logic for providing access to a supplier to the forecast of sales.

8. (Original) The system of claim 7, wherein the variables include each of weather, competitor activity, and a marketing calendar.

9. (Previously presented) The system of claim 8, wherein the information relating to the weather includes weather forecast.

10. (Original) The system of claim 7, wherein the information relating to the competitor activity includes a forecast of a promotion of a competitor.

11. (Previously presented) The system of claim 7, wherein the variables include a forecast of a promotion of the stores.

12. (Original) The system of claim 7, wherein the network includes the Internet.

13. (Currently amended) A computer program product for collecting data to forecast sales in a supply chain, comprising:

a set of computer usable media having computer readable program code embodied among them to be executed by a computer, the computer readable program code comprising:

- a) computer code for receiving data from a plurality of stores of a supply chain utilizing a network, the data relating to an amount of goods sold by the stores;
- b) computer code for collecting information relating to a plurality of variables including at least historical performance of promotion products and current competitor activity;
- c) computer code for processing the data based on the information relating to the variables; and
- d) computer code for generating a forecast of sales for a plurality of the stores in the supply chain based on the processing; and
- e) computer code for providing access to a supplier to the forecast of sales..

14. (Original) The computer program product of claim 13, wherein the variables include each of weather, competitor activity, and a marketing calendar.

15. (Previously presented) The computer program product of claim 14, wherein the information relating to the weather includes weather forecast.

16. (Original) The computer program product of claim 13, wherein the information relating to the competitor activity includes a forecast of a promotion of a competitor.

17. (Previously presented) The computer program product of claim 13, wherein the variables include a forecast of a promotion of the stores.

18. (Original) The computer program product of claim 13, wherein the network includes the Internet.

19. (Previously presented) The method of claim 1, further comprising charging a fee to the supplier based on number of products sold.

20. (Previously presented) The system of claim 7, further comprising a component for charging a fee to the supplier based on number of products sold.

21. (Previously presented) The computer program of claim 13, further comprising program code for charging a fee to the supplier based on number of products sold

22. (Previously presented) The method of claim 1, further comprising  
generating based at least in part on the data relating to the amount of goods sold by the stores a calendar of events at least in part for a planned promotion; and

allowing to a plurality of members of the supply chain access to the calendar of events.

23. (Previously presented) The system of claim 7, further comprising  
a component for generating based at least in part on the data relating to the amount of goods sold by the stores a calendar of events at least in part for a planned promotion; and

a component for allowing to a plurality of members of the supply chain access to the calendar of events.

24. (Previously presented) The computer program of claim 13, further comprising  
computer code for generating based at least in part on the data relating to the amount of goods sold by the stores a calendar of events at least in part for a planned promotion; and

computer code for allowing to a plurality of members of the supply chain access to the calendar of events.

25. (Currently amended) A method for collecting data to forecast sales in a supply chain, comprising:

- a) receiving data from a plurality of stores of a supply chain utilizing a network, the data relating to an amount of goods sold by the stores;
- b) collecting information relating to a plurality of variables including at least historical performance of promotion products and cannibalization of at least one product that is not a part of a promotion but is offered for sale at a same time as the promotion;
- c) processing in a computer the data based on the information relating to the variables;
- d) generating a forecast of sales for a plurality of the stores in the supply chain based on the processing; and
- e) providing access to a supplier to the forecast of sales.

26. (Currently amended) A system for collecting data to forecast sales in a supply chain, comprising:

an electronic storage; and

a set of processors that use the electronic storage and include among them the following logic elements

- a) a component for receiving data from a plurality of stores of a supply chain utilizing a network, the data relating to an amount of goods sold by the stores;
- b) a component for collecting information relating to a plurality of variables including at least historical performance of promotion products and cannibalization

of at least one product that is not a part of a promotion but is offered for sale at a same time as the promotion;

c) a component for processing the data based on the information relating to the variables;

d) a component for generating a forecast of sales for a plurality of the stores in the supply chain based on the processing; and

e) a component for providing access to a supplier to the forecast of sales.

27. (Currently amended) A computer program for collecting data to forecast sales in a supply chain, comprising:

a set of computer usable media having computer readable program code embodied among them to be executed by a computer, the computer readable program code comprising

a) computer code for receiving data from a plurality of stores of a supply chain utilizing a network, the data relating to an amount of goods sold by the stores;

b) computer code for collecting information relating to a plurality of variables including at least historical performance of promotion products and cannibalization of at least one product that is not a part of a promotion but is offered for sale at a same time as the promotion;

c) computer code for processing the data based on the information relating to the variables;

d) computer code for generating a forecast of sales for a plurality of the stores in the supply chain based on the processing; and

e) computer code for providing access to a supplier to the forecast of sales.